



Posigraf and Life Certification

Commitment to
Biodiversity



POSIGRAF



Posigraf



Curitiba, Paraná.





47
YEARS OLD

52mil
M² BUILT AREA

+50
MILLION
BOOKS PER
YEAR

+850
EMPLOYEES



Location Uru Forest



▶ Atlantic Forest
Biome





- **Araucaria forest with 128 hectares of forest in an advanced stage of conservation.**
- **We have less than 1% of the original area in the Brazilian state of Paraná, where Uru Forest is located**



Characteristic Vegetation

573 species

20 rare

15 endangered

1 very rare



Characteristic Fauna

41 species of medium
and large mammals
10 endangered



Infrastructure to visitors

In partnership with Positivo University, the infrastructure was built using the university students projects to support visits.



Environmental education for children, community and employees

Environmental Education Program:

Children, Employees and community awareness about the value of biodiversity conservation actions.

Scheduled visits with Public schools, Positivo schools and employees and general public;



Scientific Researches

Biodiversity scientific research projects in partnership with Positivo University teachers and students.

Reserva
Particular
do Patrimônio
Natural

Mata
do
Uru

Grupo Positivo

Reserva Mata do Uru ▾

Conheça os projetos de
pesquisa realizados no local

Projetos de Pesquisa >

Uru Forest Site

Site Construction
regarding Uru Forest in
partnership with Positivo
University (virtual tour).

www.matadouru.com.br



Despite all these actions and after 10 years of investment and conservation work, we still had two questions...

1st How can we measure if our actions are effective and sufficient considering the impact of our activities to the environment?

2nd How can we know if we are minimizing our business risk?

**Life
Certification**

Risks

- ▶ Exhaustion of ecosystem services leading to higher operational costs
- ▶ Future environmental fines
- ▶ Climate changes
- ▶ Reputation damage
- ▶ Loss of market



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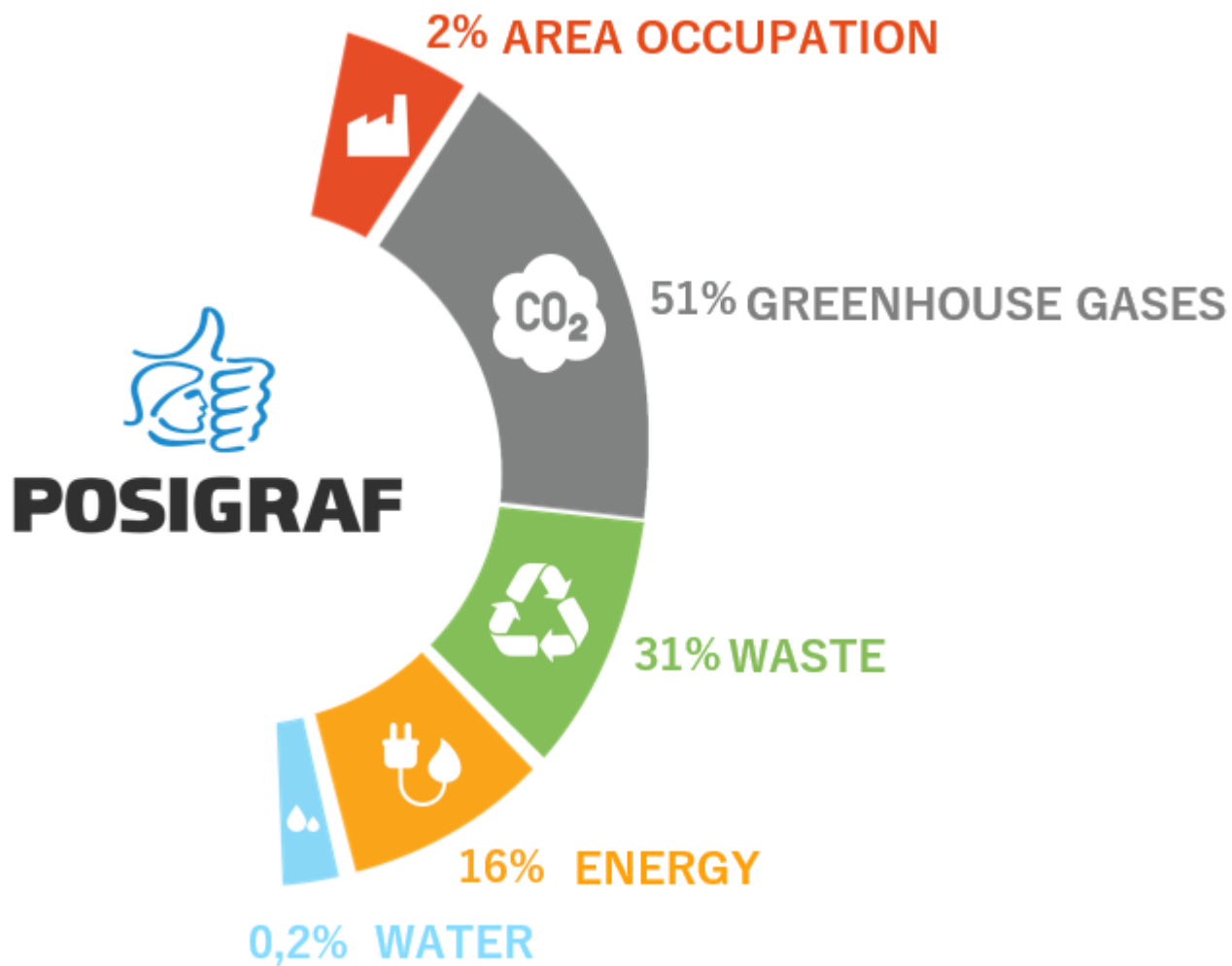




Life Certification

Life Certification could provide us a strategic guidance and reliable methodology to guarantee the effectiveness of our biodiversity conservation actions.

- **Life Impact Index**



**Life
Certification**



- **Performance in Biodiversity Conservation
Actions**



MINIMUM BCA

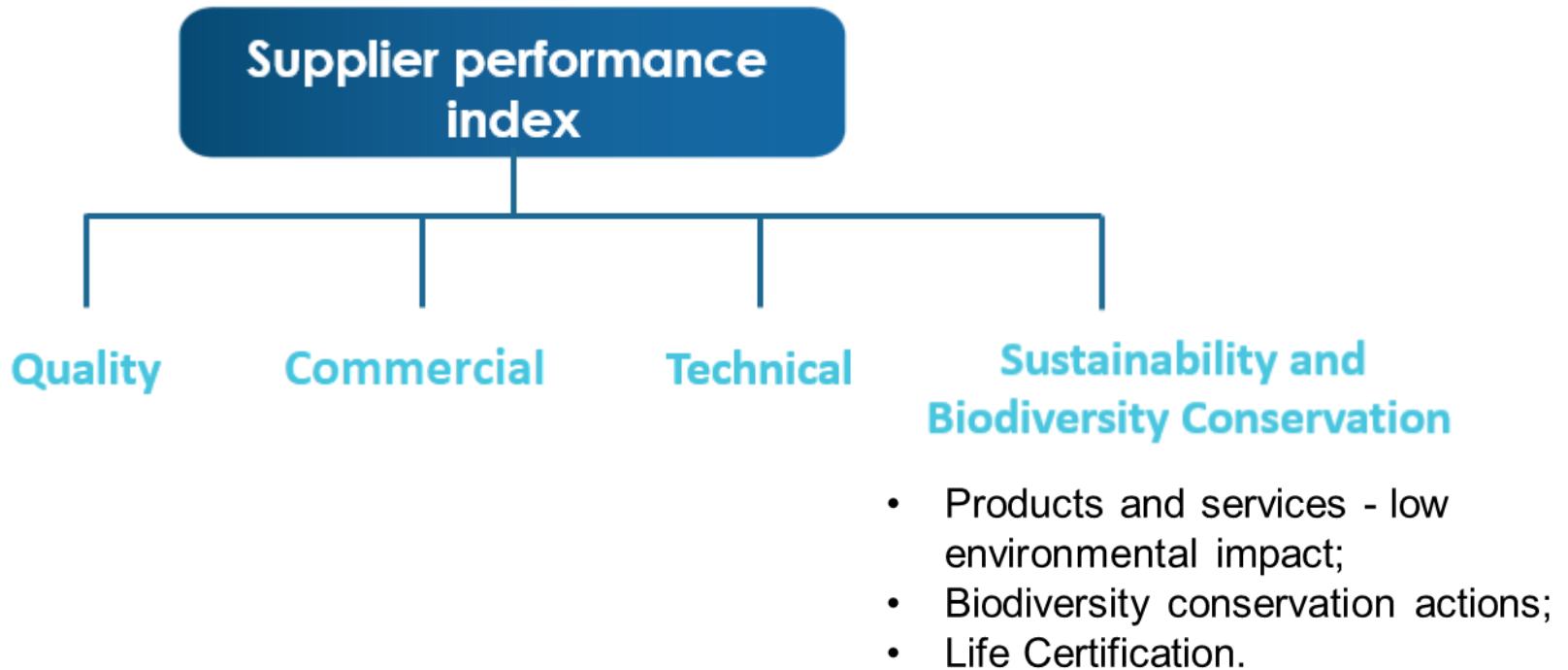


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BCA

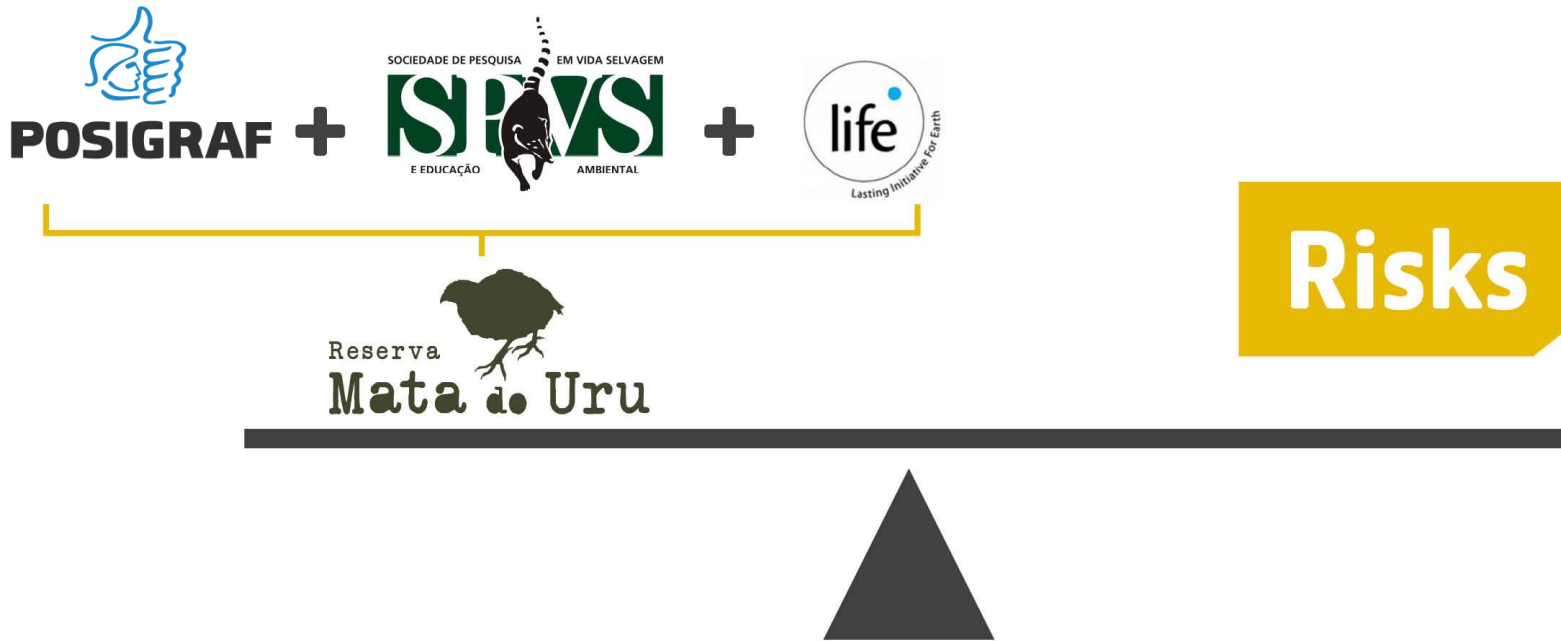


- **Supply Chain**



- ▶ Biodiversity conservation actions already done can show our conviction that natural areas protection are very interesting to the companies shareholders, because the viability of future businesses activities are directly connected to environmental issues **today**.

Life Certification





“Everything about nature happens on a much slower timescale than the one that affects humans. From our position of pride, greed and short sight of view, we expect quick results. Harvest the fruit, pick flowers, cut down the trees, sell the wood and selfishly spend money on ourselves.

The world needs people who think further.”

Gabriel Campanholo



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