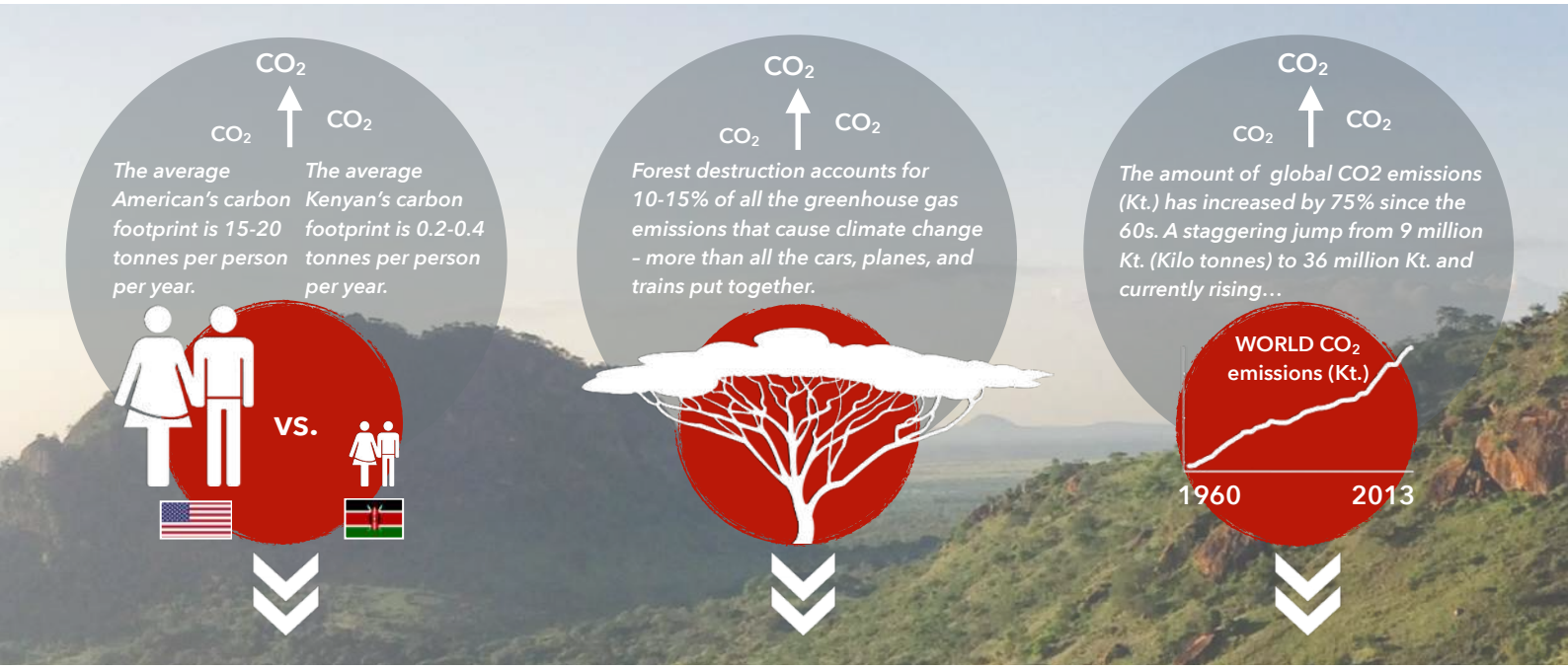
KENYA'S GREEN HILLS GOING REDD+

Reducing Emissions from Deforestation & Degradation

Chyulu Hills REDD+ Project
FACTSHEET



REDUCE YOUR IMPACT ON CLIMATE CHANGE WITH REDD+

WHAT IS REDD+

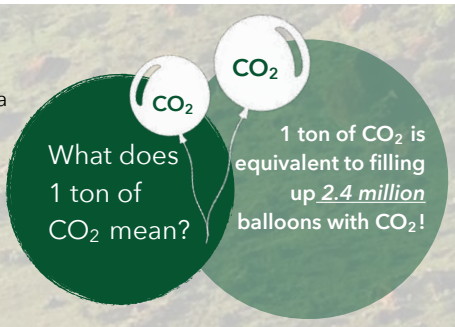
The main drivers of forest destruction are economics and poverty. REDD+ is a mechanism that has been developed through the UN Framework Convention on Climate Change (UNFCCC) to provide economic incentives to protect forest rather than destroy it.

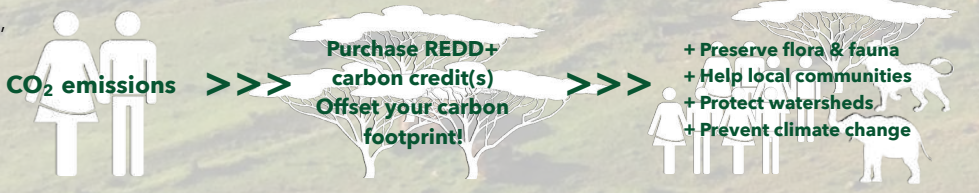
By protecting forests, greenhouse gas emissions are avoided. The international carbon markets recognise that carbon emissions result in *real costs* and *risks* to the planet as a result of the damage caused by climate change – droughts, extreme weather, sea level rise, loss of glaciers, ocean acidification, etc.

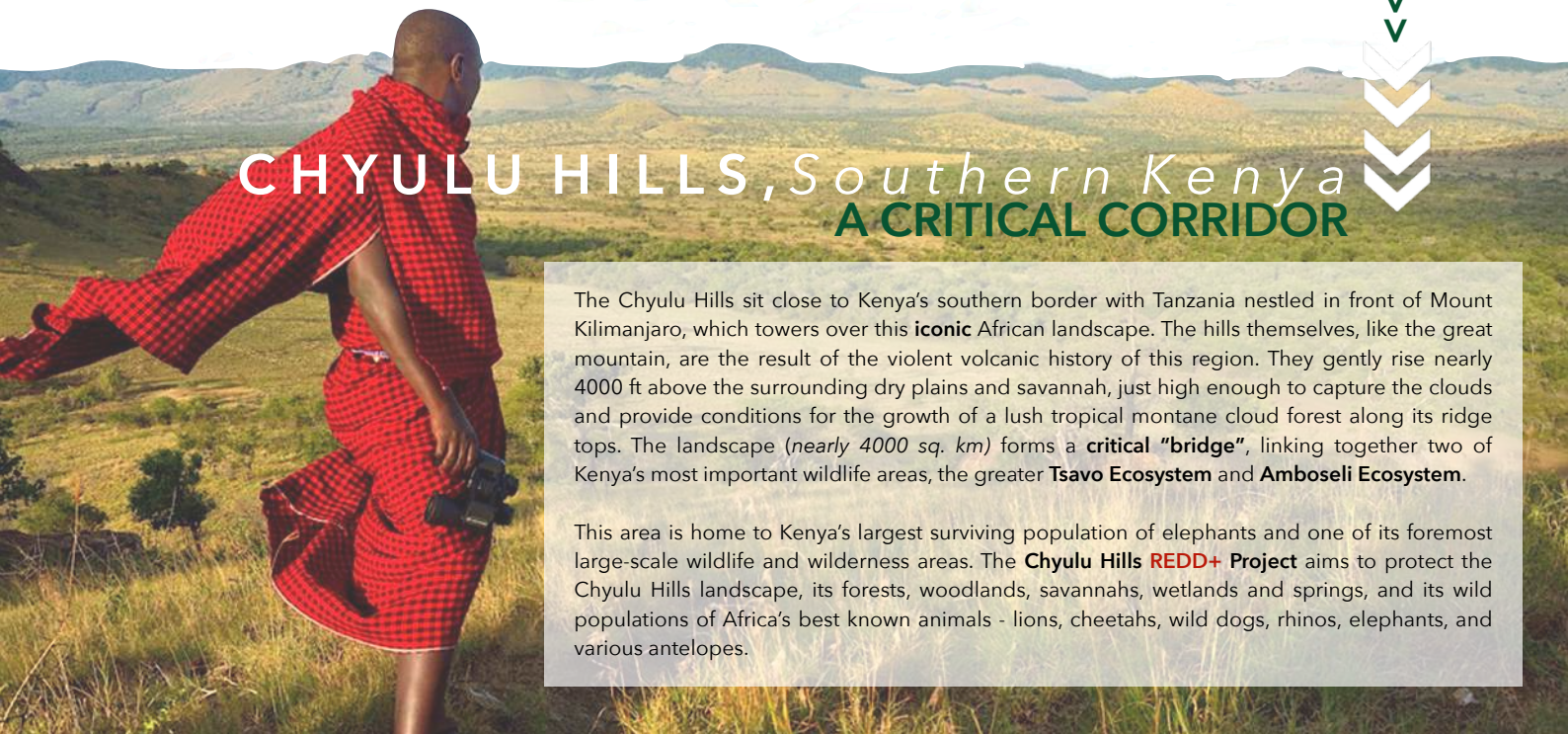
Payments to REDD+ projects enable individuals, companies and institutions to reduce their net *emissions* and receive ***"carbon credits"*** that *offset* their carbon footprint.

Contributing to our REDD+ project also delivers a whole range of **additional benefits** that include:

+ protecting watersheds
+ conserving biodiversity
+ providing social services and economic opportunities that reduce poverty in developing countries, such as Kenya.







CHYULU HILLS, *Southern Kenya*
A CRITICAL CORRIDOR

The Chyulu Hills sit close to Kenya's southern border with Tanzania nestled in front of Mount Kilimanjaro, which towers over this **iconic** African landscape. The hills themselves, like the great mountain, are the result of the violent volcanic history of this region. They gently rise nearly 4000 ft above the surrounding dry plains and savannah, just high enough to capture the clouds and provide conditions for the growth of a lush tropical montane cloud forest along its ridge tops. The landscape (*nearly 4000 sq. km)* forms a **critical "bridge"**, linking together two of Kenya's most important wildlife areas, the greater **Tsavo Ecosystem** and **Amboseli Ecosystem**.

This area is home to Kenya's largest surviving population of elephants and one of its foremost large-scale wildlife and wilderness areas. The **Chyulu Hills REDD+ Project** aims to protect the Chyulu Hills landscape, its forests, woodlands, savannahs, wetlands and springs, and its wild populations of Africa's best known animals - lions, cheetahs, wild dogs, rhinos, elephants, and various antelopes.

CHYULU HILLS REDD+ PROJECT

WHY **CHYULU** CARBON CREDITS?

Chyulu Hills REDD+ Project are the ***highest quality credits*** on the market. To generate carbon credits the project has been through a two-stage auditing process (validation and verification) in compliance with the most widely recognised and rigorous international standards; *The Verified Carbon Standard (VCS)* and *the Climate Community and Biodiversity Standards (CCBS).*

* *The project qualifies for the highest gold rating under these standards for exceptional benefits it will provide to the Climate, Community and Biodiversity of the project area.*

* *The Chyulu Hills REDD+ Project is truly exceptional because it is 100% owned and managed by local institutions that either own the land or manage conservation and community programs on behalf of the land-owners. The nine owners include 4 indigenous Maasai community groups, Kenya's national parks authority (Kenya Wildlife Service), its national forest service (Kenya Forest Service) and three leading Kenyan conservation NGOs, Maasai Wilderness Conservation Trust, Big Life Foundation, and David Sheldrick Wildlife Trust. These organisations have created the Chyulu Hills Conservation Trust, of which they are all Trustees, to own the carbon credits and manage the project. Buying registered carbon credits from actual projects that help stop deforestation and sequester carbon is by far the best and most credible way to offset a person or company's generated carbon. It is more impactful than charitable donations to carbon focused non-profits because this actually funds the direct offset of carbon release in a verified way and, importantly, helps grow the global carbon credit market.*

THE **IMPACT**

+ Preserving **1,000,000** acres of land
+ Conserving **3** National Parks & a *vital* dispersal area for Amboseli National Park
+ Helping **70,000** Maasai people
+ Preserving a critical **watershed**, feeding water to Mombasa *(2nd largest city in Kenya)*
+ Protecting iconic and endangered **wildlife**

A **WORD** from our supporters

"The Chyulu Hills REDD+ Project represents a model partnership between government, local communities, and the private NGO sector to build much needed sustainable funding model for conservation."

JUDI WAKHUNGU
Cabinet Secretary for Ministry of Environment, Water and Natural Resources of Kenya

"This project creates two very significant opportunities, simultaneously: It paves the way for ecosystem-scale conservation efforts to finally grow beyond perpetual dependency on philanthropic grant funding and finally be underwritten sustainably and long-term by cutting edge market economic models. And in parallel, it offers not just responsible companies but also individuals a way to offset their carbon footprint with an unprecedented level of credibility and confidence."

EDWARD NORTON
United Nations Goodwill Ambassador for Biodiversity & President, Maasai Wilderness Conservation Fund

"Rarely does a project protect critical natural habitats and species, support vibrant human communities, and measurably address climate change, but the Chyulu Hills carbon offset program does all of that and more. I applaud all of the partners who made this great project possible and, if others follow in their footsteps throughout Africa and worldwide, there is real hope that we can address our shared climate change and sustainability challenges before it's too late."

TERRY TAMMINEN
CEO, Leonardo DiCaprio Foundation & Former Secretary of the California Environmental Protection Agency

CALCULATE YOUR **PERSONAL CARBON FOOTPRINT** » **OFFSET HERE**

FIND OUT HOW TO MAKE YOUR COMPANY **CARBON NEUTRAL** » **CHYULU.TRUST@GMAIL.COM**