



## SEED Initiative

promoting entrepreneurship for sustainable development

Founding Partners



## LOW CARBON WINNER 2014

Fundación Huellas Verdes offers enterprises and institutions a means to offset their carbon emissions by planting vetiver, a grass storing carbon in its roots. When introduced to areas with slopes at risk of landslides, vetiver protects neighbouring communities by preventing erosion.



## Fundación Huellas Verdes, Colombia



### BUSINESS MODEL

Fundación Huellas Verdes works together with its clients to determine their needs for carbon offsets. Areas with a high risk of landslides are then identified and planted with vetiver, locally known as Tiva, in cooperation with municipalities, government agencies, and local communities, thereby preventing erosion and offsetting carbon emissions.

The clients of Fundación Huellas Verdes receive a certificate for their annual carbon emission offsets over the next 50 years, as well as a “carbon neutral” stamp.

### ENTERPRISE FAST FACTS

Location	Colombia
Year founded	2011
Sector	Climate change adaptation/mitigation
Product/Service	Carbon offsets, environmental consultation

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### Social impacts:

- Reducing the risk of landslides that impact infrastructure, homes, and can lead to loss of life.
- Strengthening the capacity of local civil society organisations and government institutions to adapt to climate change.

### Environmental impacts:

- Absorbing carbon emissions through planting vetiver grass on degraded slopes.
- Using organic fertiliser for the vetiver plantations to prevent negative environmental impacts.
- Stabilising at-risk slopes, thus preventing soil erosion, landslides, and contamination of water sources, as well as contributing to drought management.

### Economic impacts:

- Contracting labour from the affected community, thereby generating a source of income.
- Preventing economic losses caused by landslides and improving the water flow for agriculture.
- Offering a unique selling point to corporate clients offsetting their carbon emissions.

” Our company opens new and important possibilities by developing projects that are environmentally sustainable, and that support communities.

### Scaling up activities:

- Raise the national and international visibility of the work of Fundación Huellas Verdes on environmental challenges and of its social commitment.
- Acquire new customers, including companies known worldwide, to increase the number of hectares planted with vetiver and the number of communities benefitting from revegetation projects.
- Extend the activities of Fundación Huellas Verdes to other countries with communities facing similar risks.
- Obtain approval for the foundation's carbon offset stamp from the relevant supervisory authority in Colombia.



” With the aim of working with communities whose living conditions are at risk from landslides, we developed the technology of revegetating slopes with vetiver.

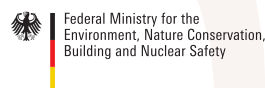


### Partnership

• **Fundación Huellas Verdes** is a non-profit environmental consultancy and the main partner implementing the revegetation projects.

• **AQUAMINAS** supports Fundación Huellas Verdes with studies on soil, geology and geotechnology related to landslides in at-risk zones.

• **MK Inversiones** provides support to the environmental consulting services offered by Fundación Huellas Verdes, and contributes economic resources for the implementation of its projects to restore slopes in areas at risk of landslides.



The 2014 SEED Low Carbon Awards are largely supported by the International Climate Initiative (ICI) of the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB).

### About the SEED Initiative

The SEED Initiative identifies and supports promising small scale social and environmental entrepreneurs around the globe, entrepreneurs who while working towards a greener economy also tackle poverty, marginalisation and social exclusion. SEED provides these entrepreneurs with know-how and networks, taking the lessons learnt at local level up to decision-makers to promote evidence-based policy making. For more information please write to [info@seedinit.org](mailto:info@seedinit.org) or visit:

[www.seedinit.org](http://www.seedinit.org)

### SEED Partners



### SEED Corporate Partner



### SEED Founding Partners



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