



BUSINESS AND BIODIVERSITY WORKSHOP 2023

Measuring impact: tools and solutions



Pack
CREATIVE PACKAGING

CONSERVA

José Maurício Coelho

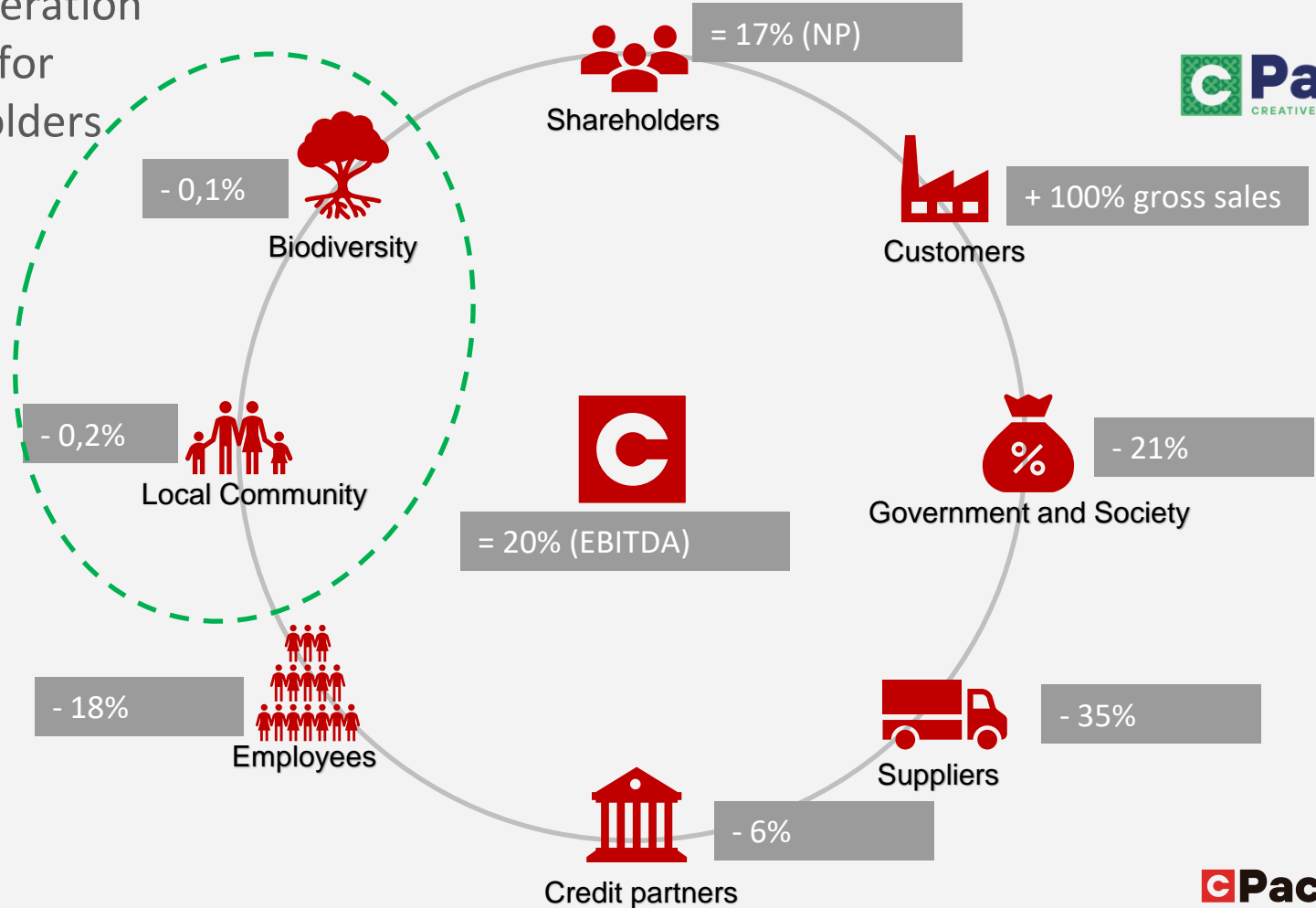
CEO – C-Pack Creative Packaging SA

About C-Pack

C-Pack Creative Packaging S.A. is a leading company in the production of extruded plastic tubes in Latin America. Of Swiss-Brazilian origin, its activities began in 2002 in the industrial area of São José (Brazil).



value generation map for stakeholders



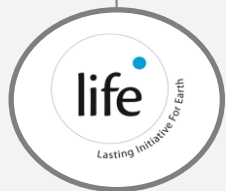
The path to obtain the LIFE Certification

2. Measuring the pressure of activities on biodiversity



August/2019

January/2020



1. Team training and access to LIFE Key software

4. Investing in conservation actions



August/2020

October/2020



3. Defining a biodiversity project to offset the pressure

6. Proving positive performance in biodiversity



March/2021

May/2021



5. Hiring a third-party auditor

June/2021



7. Obtaining the LIFE Certificate

Motivation to pursue the LIFE Certification

- Scientific guidance for understanding the impact of our business activities on the environment;
- Smarter targeting of positive preservation actions as a form of retribution for the natural resources we have used over time;
- Better understanding of our position as demanders of natural resources and best ways to utilize our resources, our employees and our motivation to support and sponsor positive actions to preserve biodiversity.

Results achieved

exotic specie control in preserved areas

Before



After



In 2023 the Project will achieve
100 ha controled



Regeneration of native vegetation

Benefits of LIFE Certification for Business



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REFERÊNCIA EM INFORMAÇÃO DA GRANDE FLÓRIDA/SPOLIS

ndt

Um ano após incêndios, pinus começam a ser retirados do Parque Estadual Serra do Tabuleiro

A espécie invasora é propagadora de chamas por sua resina inflamável, além de provocar o extermínio da flora nativa por consumir espaço, nutrientes, água e luz solar.

Ameaça no parque

Um entrevista a o rio m ND.



How important is it to introducing biodiversity in business?



We are aware that our contribution is small. But our example has motivated other companies and the local community to participate and collaborate. And this is the best return that our investment in preserving biodiversity can bring.





Thank You!

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