

Mata no Peito is Nike's long-term commitment to work with local organizations and communities to protect and replant forests throughout Brazil. Through the sale and retirement of carbon offsets to corporations and individuals seeking to reduce their carbon footprints, Nike will generate funds which it will fully donate as seed investments to innovative projects that reforest degraded lands and protect forests in Brazil. We all cherish the forests, so take the challenge, become a partner and score a goal for the environment.



*Cherish
the forest*

*Score
a goal*

*Take the
Challenge*



What does *Mata no Peito* mean?

Pronounced *Mah-ta noo pay-too*, the phrase has a number of meanings in Portuguese.

Mata no Peito is a colloquialism for taking on a challenge. In this sense, the phrase urges potential partners to participate by taking on the challenge to reduce their carbon footprints and at the same time contribute to helping protect the forests of Brazil.

In the world of sports, *Mata no Peito* is a revered soccer play in which the player passes the ball or makes a goal by hitting it with his chest. Partners will score goals for Brazil by helping to protect and restore the country's forests.

And figuratively speaking, *Mata no Peito* means *cherish the forests*.

Why is Nike launching *Mata no Peito*?

Brazil is home to over half of the planet's forests including the Amazon and the Atlantic Forest. As the lungs of the planet, forests absorb and recycle carbon dioxide (CO₂), helping to reduce global greenhouse gas emissions and stabilize the climate.

Each year an area equivalent to over three million soccer fields is deforested or degraded in Brazil due to logging or conversion to cropland or grazing land. This loss of forests has major climate, biodiversity and socio-economic impacts.

Deforestation contributes to climate change, accounting for an estimated 10% of global greenhouse gas emissions and 60% of Brazil's emissions — its largest source. Deforestation threatens biodiversity, and the Amazon is the most biodiversity rich rainforest in the world, home to one in ten known plant and animal species. And deforestation threatens the communities who depend on the forest for their food, water and livelihoods.

Nike is committed to finding innovative, sustainable solutions that scale the effort to reforest degraded lands and reduce deforestation while providing alternative incomes to forest-based communities.





How will *Mata no Peito* help solve the problem?

In a groundbreaking effort to reduce its carbon footprint, Nike spearheaded a decade-long voluntary GHG emission reduction project to replace the gas in the air bags in its athletic shoes. The air bags were originally filled with sulfur hexafluoride (SF_6), a greenhouse gas 22,200 times more powerful than carbon dioxide. Through the project the SF_6 was ultimately replaced with nitrogen, reducing millions of tons of CO_2 and producing carbon offsets (Voluntary Emissions Reductions or VERs), which are registered on Winrock International's nonprofit **American Carbon Registry** (ACR).

Leveraging the growing interest in the voluntary carbon markets, Nike will sell and transparently retire its VERs on behalf of corporations and individuals seeking to voluntarily offset their carbon footprints.

Through *Mata no Peito*, Nike will donate net proceeds of the VER sales to be used as seed investments to selected projects in Brazil. The seed funding will go to innovative projects that can move beyond business as usual to demonstrate scale and create models for replicability.

Eligible projects are those that reforest degraded lands and those that reduce deforestation by providing alternative incomes and establishing sustainable land use practices. Projects must demonstrate integrated solutions that involve local communities and address long-term sustainability issues by overcoming environmental, cultural, political and socio-economic challenges.

Selected projects will generate carbon offsets, which will be sold directly by the project developers to provide ongoing funding and ensure project sustainability.

Become a partner

Nike is seeking to partner with like-minded corporations to raise the visibility of the program in Brazil and internationally. Through the purchase and transparent retirement of Nike VERs, companies who offset emissions can become a *Mata no Peito* partner. *Mata no Peito* partnership has the dual benefit of communicating progress towards emissions reduction goals or carbon neutrality while also supporting specific projects to protect and recover forests in Brazil. We all cherish the forests, so take the challenge, become a partner and score a goal for the environment: www.matanopeito.org.



Together
we hope to
save and recover
**MILLIONS OF SOCCER FIELDS OF
BRAZILIAN FORESTS.**

