

PRESS 2018



# Presskit

## Together for our world. A future together.

# 75

Projects in 20  
countries worldwide



The „Greenfinity Foundation - Association for the Protection of the Environment“ is a charitable association seated in Graz, Austria. Since its foundation in 2011, the association has been implementing sustainable environmental and climate protection projects around the world in accordance with its guiding principle „Together for our world. A future together.“

The Greenfinity Foundation works closely with local partners as well as national and international environmental groups, thereby ensuring that all donations are used efficiently and sustainably.

### Mission

It is the Greenfinity Foundation's wish to preserve earth's natural habitats and resources as well as its biodiversity. The aim is to live a life in harmony with nature in order to ensure a healthy environment for future generations. The Greenfinity Foundation believes that all people have the same right to unspoilt nature and its natural resources.

### Ziele

- Implementing sustainable environmental protection projects
- Integrating environmental, nature and wildlife conservation into everyday life
- Protecting natural habitats
- Reducing the negative impact of mankind on the environment
- Increasing the use of alternative energy
- Creating awareness for environmental protection and renewable energy
- Minimising the ecological footprint
- Supporting underprivileged population groups and regions



Sustainable environmental and conservation projects to preserve Earth's natural habitats and resources, as well as its biodiversity





We support regions affected  
by climate change



Everyone can do their bit.

## Values

### **Together for our world. A future together.**

In accordance with its guiding principle, the Greenfinity Foundation doesn't see environmental protection as the sole responsibility of a few individuals but believes that everyone needs to make their own contribution.

### **Social commitment**

Equitable access to natural resources as well as helping regions affected by climate change should restore the global equilibrium. Furthermore, the Greenfinity Foundation's support is mainly focused on disadvantaged population groups who receive aid through innovative energy projects.

### **Sustainable commitment**

When it comes to climate and environmental protection, impulse actions do not create a sustainable effect. The Greenfinity Foundation projects therefore aim to have a positive effect on people and the environment, to help people help themselves and to create awareness for important issues so that the people can become active themselves. In addition, the association works closely with those concerned as well as the partners on site.

## Financial assistance and support

Anyone can make a contribution towards the projects of the Greenfinity Foundation – either by donating or by becoming actively involved. The environmental association's activities are financed through donations made by private persons and companies, of which the myWorld group is the largest supporter. Within the framework of their CSR program, myWorld not only promotes the association's projects but also continuously implements Greenfinity Days all over the world.

## Five core areas

Alternative energy sources



Preservation of natural habitats



Sustainable agriculture  
and nutrition



Ecological Footprint



Water - The source of life



### Alternative Energien

Our planet's natural resources, such as crude oil or coal, are not infinitely available. Furthermore, the demand for electricity in everyday life is dramatically increasing. The reduction of energy demand, the conservation of renewable raw materials and an increased use of renewable energy resources are viable solutions for the future.

### Preservation of natural habitats

It is not only the large-scale environmental encumbrances that affect the ecosystem, but the small, daily acts such as thoughtlessly discarded waste, careless use of water and electricity or vehicle exhaust pollution from preventable car journeys also have a great impact. Waste collection and reforestation campaigns should counteract this impact and show that even small contributions can make a difference.

### Sustainable agriculture and nutrition

Rainfall and the subsequent fertile soil are increasingly diminishing, in contrast, the world's population is growing continuously. In future, not everyone will be able to be sufficiently fed if we continue to rely on our current system. From urban gardening to sustainable nutrition programs in regions that are greatly affected by malnutrition - the aim of the Greenfinity Foundation is to enable disadvantaged people to cultivate their own garden and to encourage awareness of a healthy, ecological and sustainable nutrition.



**8.000**  
tonnes of CO<sub>2</sub> have  
already been saved



With Greenfinity, it is possible to calculate and offset one's own personal carbon footprint.

### Ecological Footprint

We consume resources and energy and produce waste and emissions on a daily basis. However, our planet's resources are limited, and it can only neutralise a restricted amount of our pollutants. One's ecological footprint should therefore be as small as possible. By donating to the Greenfinity Foundation's compensation projects, one can reduce one's own ecological footprint and restore a piece of nature.

**187.500**  
 litres

of clean water are delivered to people living in arid regions by Greenfinity's wells every hour.

### Water - the source of life

Floods on the one hand and extreme drought on the other and future projections suggest further extreme weather conditions. Irrespective of this sobering forecast, approximately 2.1 billion people across the globe do not have access to clean drinking water. With the help of the well construction projects in Bahia, Brazil, as well as at two schools in Nigeria, the Greenfinity Foundation wishes to ensure water supply in arid regions.



## Projects

The following pages show a selection of projects that illustrate the Greenfinity Foundation's commitment. Further information and details on the Greenfinity Foundation's projects and initiatives can be found at [www.greenfinity.foundation](http://www.greenfinity.foundation) and on the association's Facebook page.

# 200.000 kWh

of energy produced annually from  
alternative energy sources



### Projects for promoting alternative and renewable energy

#### Photovoltaic systems in Austria, India, Honduras and the Philippines

To avoid daily power outages and to minimise the three schools' maintenance costs, the Greenfinity Foundation implemented photovoltaic systems on the roofs of three educational institutions in India (Dhara Children Academy), Honduras (Escuela Lyonesse) and the Philippines (San Roque Elementary School). The system in Honduras has become a showcase project in the field of photovoltaic technology, as it is the country's largest grid-connected system. Photovoltaic systems were also implemented in three schools in Austria (in Fehring, Feldbach and Markt Hartmannsdorf).

#### Supporting an orphanage, Greece

The orphanage in the Greek city of Volos currently houses 30 children. The rooms' radiators did not give off enough warmth and the boiler in the kitchen could not produce enough hot water. The Greenfinity Foundation therefore installed new radiators throughout the orphanage that have a higher calorific value but produce less CO<sub>2</sub> and a solar boiler that can produce enough hot water for the kitchen. These improvements mean that the orphanage can save €600 each year on running costs.



## Projects for preserving natural habitats

### Greenfinity Forests in Nicaragua and Germany (projects for reducing CO2 emissions)

**1.000 Trees**  
have been planted in  
Nicaragua

Thanks to the Greenfinity Foundation's support, a fallow land in Germany was reforested. The barren land was recultivated using mixed woodland consisting of timber and fruit trees. The trees supply the inhabitants of the region with firewood as well as wood and fruits for sale, thereby generating another source of income. In Nicaragua, the Greenfinity Foundation implemented a similar reforestation project that should be completed by the end of 2018.

### Generational Forest, Purkersdorf nature Reserve, Austria

The nature reserve Purkersdorf is an area of unspoilt nature near Vienna. Protecting the biodiversity is one of the key aims of the nature reserve Purkersdorf. Species conservation is also of great importance to the Greenfinity Foundation. The association has therefore supported several small projects of the nature reserve and has helped extend the forest biotopes, renew the insect hotels and set up new bee hives.





# 23.000

meals provided annually to  
undernourished children  
der San Roque Elementary School

## Projects for sustainable agriculture and nutrition

### Ein ökologischer Schulgarten für die San Roque Elementary School, Philippinen

Fresh vegetables are a main component of a well-balanced diet. The grounds surrounding the San Roque Elementary School are often marked by infertile soil on account of the high level of salt and sand. For this reason, the Greenfinity Foundation has installed an organic school garden using compost and natural pest control. The garden's crops supply the school with organic vegetables. The excess produce is sold to the local population, a new and most welcome income source for the school.

### Sustainable agriculture and bee keeping, The Czech Republic

To counteract the predominant use of pesticides and overfertilization in agriculture, the Greenfinity Foundation established an organic and urban garden in Brno, Czech Republic. A beekeeping project was also set up in the garden to tackle bee mortality.



## Projects on reducing the ecological footprint

### Well construction project „Water for Bahia“, Brazil

# 200 Wells

were built  
in Brasil

The region of Bahia in the northeast of Brazil is characterised by drought and water shortage. This results in disease and infection which make the people's lives extremely difficult. The Styrian association for springs and aid projects has established an easy procedure to drill and build wells in order to provide the people with water. The Greenfinity Foundation finances the construction of the wells through donations. So far, over 200 wells have been built thereby providing a total of 4,000 people, a school and a hospital with clean drinking water.



People living in regions affected by drought have to walk, on average, 15 km to reach a clean water source.

### Solar wells for two schools, Nigeria

The city of Uromi and the Jos Plateau are some of Nigeria's driest regions. The Greenfinity Foundation therefore enabled the repair of an already existing well at the Holy Trinity School as well as the construction of a new well at the Amina Zwindila School. Both wells are operated using solar pumps, thereby saving even more costs.

### Clean water through bio-sand filters, Haiti

Haiti is continuously afflicted by natural disasters and the majority of the population is still suffering from the consequences. Many people have been left homeless and clean drinking water is not a given. The Greenfinity Foundation enabled the purchase of 50 bio-sand filters, that clean the water in a simple and cost-effective way. The filters were produced with local material in Haiti, which led to new jobs being created and helped strengthen the economy.



## Greenfinity Day – small deeds with a big impact

On Greenfinity Days, voluntary helpers come together in line with our motto „Together for our world. A future together“ to actively contribute towards environmental protection within the course of regional projects. Entire days are spent cleaning thoughtlessly discarded waste from riverbanks and beaches, or reforesting woods. With joint forces, it is possible in just a short amount of time to contribute towards the preservation of our natural habitats and to sensitise the population to this important issue.

Over 50 such projects were implemented over the past few years with the help of approx. 1,700 voluntary helpers.

If you wish to participate in a Greenfinity Day or have an idea for one, please contact [office@greenfinity.foundation](mailto:office@greenfinity.foundation).





Environmental protection  
begins with environmental  
awareness

## Environmental education

Environmental education often depends on one's background and education. Poorer regions often lack access to education. In such countries one can count oneself lucky to have learnt how to read and write. Environmental education is thus quick to fall to the wayside. Sustainable, ecological development is one of the Greenfinity Foundation's core values, which is why it has become actively involved in creating environmental awareness at schools in developing countries.

## Environmental education across the globe

Within the framework of projects and initiatives aimed at creating awareness, 90 voluntary helpers from the San Roque Elementary School in the Philippines cleaned the Padre Burgos beach from thoughtlessly discarded waste on 16 November 2016. On 19 April 2018, 50 children from the Dhara Children Academy in India came together to collect waste at the Jim Corbett National Park. In addition, the school is also implementing their very own reforestation project. The specifically created environment class at the Dhara Children Academy has made it its goal to plant 1,000 trees each year. Their first reforestation activity took place on 19 April 2018 in the Jim Corbett National Park.

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