

LaCollection

Our Environmental Commitment

A 60-year sustainable forest partnership and
carbon removal programme with EcoTree

LaCollection has joined forces with sustainable forestry tech company EcoTree to manage and balance the carbon impact from its entire NFT programme.

The newly launched NFT platform uses the Ethereum blockchain to mint the NFTs, which is currently based on Proof of Work and is energy intensive. LaCollection will adopt Ethereum 2.0 as soon as it is made available in 2022, which will reduce energy consumption to less than 1% of that used in Proof of Work.

Given the immediate importance of climate impact and the wish to mitigate its environmental footprint, LaCollection has established a 60-year sustainable forest partnership with EcoTree that will reduce the emissions for every NFT that LaCollection mints. Because trees take time to grow and don't absorb carbon from day one, LaCollection will also finance the production of biochar to the equivalent amount of carbon that has been emitted to date. Combined, the forestry and biochar projects will remove the CO2 emissions produced through the minting, bidding and sales process.

As part of this process, LaCollection has worked with Green Element to calculate its NFT emissions ; the results are an average of 28.9 kg CO2e (carbon dioxide equivalent) per transaction, and 117 tonnes CO2e for all NFTs minted and sold since the company's inception in September 2021. Green Element is a climate and sustainability partner offering net-zero strategies and environmental solutions to organisations, with an inhouse carbon accounting tool.

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“Managing our NFT carbon footprint is crucially important and we do this using a science-based approach. Firstly, working with Green Element, an independent specialist, we have audited our NFT carbon footprint to fully understand the impact of our programme. Secondly, using carbon removals through a combination of biochar and sustainable afforestation programmes, we have taken steps to ensure our entire programme is science-based net-zero, in line with the 1.5C cap on global heating specified by the IPCC. We work with EcoTree, a specialised sustainable forestry company, on both the biochar and afforestation projects because we know how important transparency and traceability is in this digital space”

Fabian Langlet, co-founder & GM/CTO at LaCollection.

EcoTree specialises in sustainable management of biodiverse forests across Europe by growing sustainable forest carbon sinks. As a certified B-Corp with extensive oversight across the entire sustainable forestry value chain, EcoTree works with purpose and commitment to the highest standards possible.

All carbon removed through LaCollection’s biochar and afforestation programmes will be verified independently. Bureau Veritas, a highly-respected certification body, will certify the forest, and the biochar will be certified under the European Biochar Certificate, the highest standard for sustainable biochar production.

“LaCollection’s collaboration with EcoTree means that they’ve chosen real carbon removals over simply buying traditional carbon offsets. That’s a critical factor because traditional carbon offsetting schemes don’t actually remove carbon from the atmosphere, they merely result in carbon credits being shifted around in the system. By investing in nature-based carbon removals such as new forests and biochar, LaCollection is concretely removing carbon from the atmosphere for good”

Thomas Norman Canguilhem, co-founder and International CEO at EcoTree.

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NFTrees: We're not just growing trees, we're
creating sustainable forests and promoting
biodiversity

Our collaboration with EcoTree means that we're starting out with real carbon removals, not simply buying carbon offsets. This is important because reaching UN backed climate goals means that we need to change the balance of carbon in the atmosphere, through emissions reductions and carbon removals. Traditional offsetting schemes don't actually remove carbon from the system, they merely result in carbon credits being shifted around. Our nature-based forest solution literally eliminates carbon from the atmosphere for good.

We're not just planting trees but actually growing an entire forest that's sustainably managed to strengthen biodiversity, permanently sink carbon & support healthy forestry ecosystem.

EcoTree will ensure that our forest is taken care of using uneven-aged management, where young and old trees of different species coexist, as well as natural regeneration. The variety of trees strengthens biodiversity and the forest's resistance to pests, diseases, and climate hazards. Their 'close to nature' approach to silviculture (creating woodlands in layman's terms) creates a balance between quality forestry output (high grade wood that will replace concrete, steel and other hydrocarbon based manufactured products) and preserving biodiverse forest ecosystems. As a matter of principle, EcoTree doesn't use pesticides or chemical products to maintain and protect their trees.

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Our collaboration with EcoTree also means that we are supporting five of the United Nations Sustainable Development Goals. Sustainable forestry management at a global level is an essential response to climate change and fundamental to achieving the goals of the 2015 Paris climate agreement and the 2030 Sustainable Development Goals. The latest IPCC report, the European Green Deal and the EU 2030 strategies for Forests and Biodiversity have put trees and forest ecosystems high on the political, corporate, and social agenda. Multiple benefits arise from nurturing sustainable forestry ecosystems, including improved health and well-being, cleaner air, greater economic productivity, and employment creation. Of all the potential clean energy solutions, trees are one of the most cost effective, geographically dispersed and most efficiently deployed available natural resources for fighting and adapting to climate change.



About EcoTree

EcoTree is a sustainable forestry tech company on a mission to plant and grow millions of trees in sustainable forests across Europe. Their carbon capture methodology has been verified by Bureau Veritas and they received their B Corp certification in 2021, including the Best for the World distinction in the Environmental Category.

<https://ecotree.green/>



About Green Element

Green Element is a climate and sustainability partner offering a full suite of environmental solutions to organisations across all sectors. Their multi-skill teams are experts in carbon accounting, climate risk and science-based net-zero strategies, complemented by energy modelling, auditing and reduction strategies. Their 'beyond carbon' services include life cycle analyses of the full matrix of environmental performance indicators, ensuring a holistic strategy that incorporates multiple aspects of sustainability and justice for people and planet.

<https://www.greenelement.co.uk>