



ERA Ecosystem Restoration Associates Inc.
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The ERA Story

ERA works with forward-looking communities, ethical companies, and local governments, to identify opportunities and implement programs to restore degraded ecosystems and enhance their capacity to play a role in climate change mitigation. Clearly, ERA is poised to become a world-class provider of carbon offset services and products, including its [EcoNeutral™ Offset Product brand](#).

ERA, founded in 2004, is already a recognized pioneer in developing credible and effective climate change mitigation and ecosystem restoration products and services to support the rapidly growing "carbon offset" and "climate neutral" industries. ERA's senior management has extensive experience in a spectrum of activities relating to ecosystem restoration and climate mitigation, including research and project implementation.

Scientific Foundations

It is a scientific fact that healthy ecosystems represent the ONLY means known to science to remove CO₂, the principle greenhouse gas, from the atmosphere. Worldwide, over 60% of ecosystems services, including climate regulation, are degraded ([Millennium Ecosystem Assessment, *Ecosystems and Human Well-Being*, 2005](#)). There are manifold opportunities to restore degraded ecosystems in North America. This is particularly the case in Western Canada, where historical unsustainable land use practices and urban development have resulted in patchwork of non-functional and unproductive lands. These lands may be severely impaired in their climate regulation capacities, and are often invaded by exotic species "squeezing out" native plants and animal species

What We Do - Projects & Products

ERA's project work in communities and cities is well represented by the Community Ecosystem Restoration Initiative. The Community Ecosystem Restoration Initiative (CERI) was developed to facilitate ethical companies, organizations and individuals who wish to support Municipalities in restoring degraded ecosystems, and at the same time, help combat climate change.

CERI is a program directing millions of dollars in restoration benefits to communities, at virtually zero cost to the taxpayer. Resourcing is supported by ethical organizations and individuals committed to voluntarily help address climate change and support the restoration of ecosystems. Restored ecosystems remove and store vast tonnages of carbon dioxide from the atmosphere, over their lifetimes, and provide a range of ecosystem benefits - now and for many generations to come.

ERA works with Municipalities to identify suitable restoration sites, prepares Carbon Sequestration Reports, develops prescriptions, secures tree stock, carries out the implementation including the removal of invasive species, and provides monitoring and maintenance, with no additional burden to the taxpayers.

Currently, over a dozen communities in B.C. are being considered for CERI programming and initiatives are pending in Alberta and Ontario.

EcoNeutral™ Offset Products

Through its agreements with municipalities and other land owners, ERA produces significant, measurable, carbon sequestration benefits. ERA has branded these benefits as EcoNeutral™ offset products. EcoNeutral™ offset products are supported by third party verification by Registered Professional Biologists (R.P.Bio.s) & Foresters (R.P.F.s)

With its agreements and EcoNeutral™ Offset Product, ERA is positioned as a leading supplier of high quality offset products to medium to large companies, and to re-sellers in the offset and footprint neutral marketplaces.

For additional information, please visit www.econutral.com