

Btracer Launches Hope Green Platform at Web Summit Rio to Boost ESG and Amazon Preservation

Btracer, an innovative company in the use of technology to promote sustainability, announces the launch of the Hope Green NFT platform, a revolutionary initiative that combines blockchain and environmental preservation to drive reforestation actions and strengthen family farming in the Amazon. The platform aims to connect large corporations to sustainable projects in the region, with a focus on preserving the Amazon Rainforest and promoting responsible agricultural practices.

The Amazon, the largest tropical forest on the planet, is essential for maintaining global ecological balance. With 10% of all known biodiversity and 15% of the world's freshwater, its preservation is crucial to the Earth's well-being. However, threats to the biome are increasing. It is estimated that around 20% of the forest has already been deforested, with the Arc of Deforestation representing a major risk, especially in areas of the Amazon. To avoid irreversible ecological collapse, it is imperative to support solutions that integrate economic and environmental sustainability.

Hope Green: Btracer's Solution to the Environmental Challenge

Hope Green NFT is a platform that uses blockchain technology to represent the commitment to restoring the Amazon. Each NFT on the platform represents a native and productive tree seedling planted and maintained by small farmers in the region, encouraging sustainable management and reforestation practices. By purchasing an NFT, large corporations and investors can directly finance the cultivation and care of the trees, while generating sustainable income for local farmers.

The platform's innovation lies in the transparency provided by each NFT, which has a data sheet that tracks the tree's growth and its environmental impact. This ensures that each investment is aligned with conservation and social development practices, fostering a virtuous cycle of support for environmental preservation and social inclusion.

The Importance of Engaging Local Communities

The success of restoring the Amazon depends directly on the participation of local communities, such as indigenous peoples, family farmers and quilombolas. Agroforestry techniques have been applied in these areas, allowing the recovery of degraded vegetation, food security and increased

income for these populations. With the Hope Green platform, Btracer aims to strengthen this relationship between farmers and large corporations, creating a sustainable market that benefits all parties involved.

The ESG Asset Market and Opportunities for Large Corporations

According to Bloomberg, the global ESG (Environmental, Social, and Governance) asset market is expected to surpass US\$40 trillion by 2030. Investing in sustainable initiatives is increasingly a priority for companies seeking to leverage their social and environmental responsibility. In this scenario, the Hope Green platform offers a unique opportunity for corporations to engage with reforestation and family farming projects, aligning their investments with innovative and effective ESG practices.

Family Farming in the Amazon: Challenges and Opportunities

Family farming in Brazil, especially in the Amazon, plays an essential role in food production and the local economy. With around 330,000 family farmers in the region, many face significant challenges, such as loss of production due to floods and low access to sustainable technologies. The Hope Green platform aims to integrate these farmers into sustainable value chains, ensuring technical, technological, and financial support to strengthen their productive and environmental capacity.

Commitment to Preservation and Sustainable Development

With Hope Green NFT, Btracer establishes a new model of sustainable development, where environmental preservation and value generation for local communities go hand in hand. By connecting farmers in the Deep Amazon with large corporations and investors interested in making a difference, the platform not only contributes to the recovery of the largest biome on the planet, but also strengthens family farming and guarantees a sustainable income for thousands of people in the region.

About Btracer

Btracer is an innovative company that combines blockchain technology with environmentally impactful projects. Its goal is to create sustainable solutions that promote environmental preservation, support the social and economic development of local communities, and meet the growing demand for ESG practices in large corporations. The Hope Green NFT platform is an example of Btracer's commitment to the regeneration of the Amazon and building a more sustainable future for all.

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