

Press Release

20 March 2012

‘Saving CO₂ with KBC’ KBC plants a tree for each Young Person’s Account

As from today, KBC youth focus supports ARGUS’ ‘Boom doet Leven’ (Trees for Life) campaign. For every savings or current account opened in the name of a young person (0–25 years), KBC contributes 1 euro to the project. KBC – which considers sustainability to be of vital importance – is supporting this campaign to reduce CO₂ emissions. Young people today are increasingly concerned about ecological issues. By supporting this campaign, KBC wants to protect the future environment ... for the youth of today.

How does the ‘Save CO₂ with KBC’ project work?

Young people, their parents or grandparents do not have to do anything special when they open the savings or current account. KBC automatically transfers the amount to the ‘Boom doet leven’ campaign. KBC will regularly post progress reports via www.kbc.be/jongeren and Facebook ‘KBC-Jongeren’.

What does ‘Boom doet Leven’ do?

This project of KBC’s environmental centre ARGUS is supporting the planting of two woodlands, one in a green belt area in Flanders and a plantation near a group of Congolese villages in the equatorial rain forest. Two euros support means one tree in Belgium and one tree in Congo.

ARGUS is working on this project together with two other organisations, **VBV** and **WWF**.

ARGUS has joined forces with **VBV** – Vereniging voor Bos in Vlaanderen (*Forest Association in Flanders*) – to plant trees in Knesselare and create some 7 hectares of new native varied woodland.

The **WWF** is managing the project in Congo, where it is establishing small plantations that can easily be converted into the charcoal the local villages need. ARGUS is also supporting restoration of the equatorial rain forest in that region which is the habitat of the bonobo, our early human relative, thus directly benefiting them, too.

These projects also help to reduce CO₂ and fit in with the ARGUS Climate Fund which offsets emissions of KBC’s car fleet by investing in climate projects in third-world countries.

ARGUS was set up on KBC’s initiative and is supported by KBC and Cera. The ARGUS mission is to provide information and inspiration for a sustainable and environmentally-friendly society. One of its initiatives is the ARGUS Climate Fund that invests in projects that contribute towards reducing CO₂ emissions whilst offering added value to local populations and the environment. For more information, contact these sites (in Dutch or French): www.boomdoetleven.be / www.lesarbresdelespoir.be and www.argusmilieu.be.

Save CO₂ with KBC is a first achievement as part of KBC’s Climate Change Policy approved on 22 December 2011. More information on other KBC initiatives in the field of sustainability can be found at www.kbc.com/csr

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