

## Golden Leaves the first “Carbon Neutral” Funeral Plan

*Golden Leaves –Pre-paid Funeral Plans* has announced that it is joining forces with the environmental task force Future Forests to become the first carbon neutral® business of its kind, offering individuals to help plan today future for a greener for the world.

*Future Forests* was founded in 1989 to raise awareness of the benefits of forests in mitigating the build up of harmful carbon dioxide, to generate finance for schemes to facilitate this, and to ensure that all forestry is properly managed. In simple terms, trees convert harmful carbon dioxide into oxygen, the basic requirement for life, and wood. Businesses create harmful carbon emissions in many ways and Future Forests measures their carbon levels, suggesting how many trees would be required to offset the greenhouse gas emissions and organise the planting of these trees with suitable reputable planting partners.

*Golden Leaves*, founded in 1985 by *Rowland Brothers International*, a highly regarded International Funeral Directors based in London, have pledged to plant one Future Forests tree for every existing and future pre-paid funeral plan holder in scheme. In addition, they promise to plant enough trees to neutralise any carbon dioxide emissions emitted by their business, on an on-going basis. The Golden Leaves trees will be planted in Future Forests sites nominated by plan holders to benefit their local communities.

Steve Rowland, Managing Director of Golden Leaves, testifies that “... *we are delighted that Golden Leaves are contributing towards this innovative scheme, which will help to protect the environment at the most fundamental level – the air that we breathe. We are committed to working with Future Forests to provide a better future for all of us, and look forward to seeing the trees that we plant today grow into a bountiful forest of tomorrow*”

*Golden Leaves Pre-paid Funeral Plans* are offered by a network of Independent Funeral Directors across the UK, and also into Europe, with particular presence in Spain and the Algarve, where they serve the expatriate communities living there. Golden Leaves is the only Funeral Planning company to provide a repatriation plan for expatriates living in the UK.

For further information on their involvement with Future Forests, on the services they offer and on their Golden Leaves pre-paid funeral plans, contact them on

**Tel. 2 82 443 855 or visit their website [www.goldenleaves.co.uk](http://www.goldenleaves.co.uk)**

\* \* \* STOP \* \* \*

## Golden Leaves the first “Carbon Neutral” Funeral Plan

*continued*

### **Notes to Editors**

*Future Forests was founded in 1989 to raise awareness of the benefits of forests in mitigating the build up of carbon dioxide [CO<sub>2</sub>], to generate finance for the planting of trees, to facilitate planting schemes and to ensure that all forestry is properly managed. Future Forests does not promote tree planting as a panacea. Future Forests sees emissions reduction at source as the prime issue and has developed associations with carbon management companies to facilitate the introduction of carbon management plans.*

*Future Forests works with companies including Mazda Cars UK Ltd, Avis, EMI, BT Multi-National Sales and Services Banking, Whole Earth Foods, UNISON and Glastonbury Festival as well as individuals/groups including Keith Allen, Damien Hirst, B\*Witched and the Pet Shop Boys.*

*Carbon Neutral is the point where enough carbon dioxide is taken out of the atmosphere, over time, to compensate for the emissions of carbon dioxide associated with the delivery of a particular product, service or process.*

### **Assessment**

*Future Forests works with experts in forest ecology, climate change mitigation and industrial emission assessment, notably from the University of Edinburgh's Institute of Ecology and Resource Management and the Edinburgh Centre for Carbon Management (ECCM). The ECCM is responsible for initial assessment and regular inspection of all planting sites to calculate potential levels of carbon sequestration per hectare planted [tonnes of carbon per hectare], the basis for all Future Forests planting programmes. Each planting area is unique due to the considerable variations in planting densities, expected growth rates, mortality and thinning regimes. Future Forests plant trees at over 50 sites across the UK managed by a range of organisations including the Community Forests Programme, local authorities and Wildlife Trusts.*

### **Tips to reduce emissions [energy use] at source**

*Future Forests is dedicated to encouraging individuals and businesses to reduce emissions at source.*

*Every planting certificate issued carries the following tips:*

- *take the fridge out of sunlight*
- *allow food to cool before refrigerating*
- *don't overfill your kettle*
- *use a microwave rather than a conventional oven*
- *insulate your loft*
- *share school runs*
- *turn the lights off when you leave*